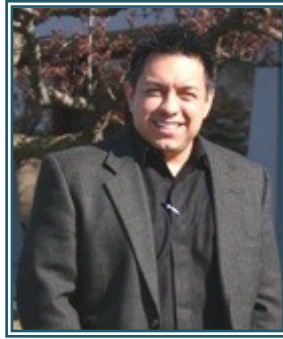


## Illinois Success Story



**Warner Cruz**  
President  
J.C. Restoration, Inc.

### *“Restoring Prized Possessions”*

Warner Cruz may be a young entrepreneur, but he has a lifetime of experience operating J.C. Restoration, Inc. (JCR). Before Warner was old enough, his father was already grooming him with the knowledge of his understanding to operate this business.

Warner Cruz’s father, Jose Cruz, immigrated to this country in the 1970s from Guatemala. After many job rejections due to his limited ability to speak English, Jose eventually landed a job with a company that specialized cleaning windows and carpets. During his tenure with this company, Jose learned how to clean buildings that had been damaged by flood or fire. When that company closed its doors in 1982, Jose took this as an opportunity to open up his very own restoration company. Using the supplies and contacts he received from his former, Jose launched JCR.

Watching his father work very hard to build JCR’s reputation as a premier disaster restoration company, Warner took his father’s work ethic and practiced it in every facet of his life.

Upon graduating from Augustana College with a degree in International Business Administration/Finance and a minor in Japanese, Warner remained involved with his father’s company despite working in Japan for several years. During his tenure with JCR, Warner had the opportunity to work in a variety of positions that ranged from carpet cleaning and general labor to office manager to divisional crew leader to operations manager to project manager. In essence, Warner was groomed to succeed his father.

Taking over the company in 2002, Warner has kept his promise to his Dad by helping JCR employees, many minorities, build better lives for themselves. By providing health care benefits, a matching fund retirement program, and even benefits and perks that rivaled most Fortune 500 companies, Warner has made JCR a \$15 million dollar company.

Today JCR is a full service disaster restoration company that has eight different divisions including Emergency Services, Contents, Environmental, Mold Remediation, MRSA Disinfection, Reconstruction, Large Loss, and Concrete Floor Coatings.

Warner has remained on the cutting edge at all times. He knows when times get difficult, it is important to get educated to run a business in the most efficient manner. Such is the case when he built a “state of the art” facility with an SBA 504 loan. This building has over 65,000 square feet of production and storage space that includes multi-phase security system, a custom built ozone deodorizing chamber, on-site drying room, electronic cleaning/corrosion control department, and on-site laundry service, and auditorium/educational training facility capable of accommodating over 100 guests. In keeping true to his roots, all of his employees are privy to break rooms, locker rooms, and a cafeteria as well as participating in continuing education seminars, on-site counseling sessions, and receiving on-site beautician services.

For over 25 years, JCR has been helping home owners and business owners recover from damages caused by fire, flood, storms, or any disaster in general. With a “top notch” staff of specialists, JCR employees just are not cleaning up a mess, they are recovering what people have lost, their prized possessions. It is apparent that Warner will guide JCR for another 25 years as a flourishing Hispanic premier restoration company.